



Press Release
For immediate release

IDG's Macworld Announces Best of Show Awards

MACWORLD EXPO/BOSTON—July 14, 2004, IDG's *Macworld*, the premier Macintosh magazine and Web sites, presented the winners of the "Macworld Best of Show Awards," representing the most exciting hardware and software products announced at Macworld Conference & Expo in Boston. Jim Dalrymple, Editor Online for MacCentral.com, presented the awards at the Macworld Opening Night Celebration.

"Developers are taking full advantage of Apple's core strategies in Mac OS X," said Dalrymple. "From iPod accessories to the integration of applications, developers are showing ingenuity in bringing products to the Mac market."

To be eligible for Best of Show consideration, products were either making their public debut at Macworld Expo or were recently introduced and likely to generate excitement on the show floor. In addition, the editors had to see the products in action.

"Macworld Best of Show Awards" represent a highly-coveted honor within the Macintosh industry and are presented exclusively at Macworld Conference & Expo.

The Best of Show winners for Macworld Conference & Expo Boston 2004 are:

Native Instruments' Guitar Rig –

Guitar Rig turns the Mac into a high-end guitar setup using virtual effects, amplifiers and cabinets. An included foot controller called Rig Kontrol enables guitarists to activate effects with four assignable switches and one pedal, without requiring a MIDI or USB interface.

Parliant Corp.'s PhoneValet Message Center –

PhoneValet Message Center turns the Mac into a complete telephone answering service, complete with voicemail, Caller ID, call recording and fax support. PhoneValet Message Center works through a USB interface attached to your phone line, and supports AppleScript to enable additional functionality and connectivity to third-party applications.

Harman Multimedia's JBL On Stage –

On stage is a donut-shaped portable music system for iPods and iPod minis that sports four transducers, 12-watts of total power, and the ability to charge the iPod while it's playing. It works with all three generations of iPods and iPod minis alike, and sports touch volume controls and an auxiliary audio input cable.

@Last Software Inc.'s SketchUp 4.0 –

SketchUp 4.0 adds new capabilities to help architects and other 3D designers more quickly create projects. Follow Me enables users to push or pull a surface along a path; Texture Tweaker applies textures or photos across continuous surfaces; Face Me makes sure that 2D models of landscaping elements and people will always face the camera; and The Intersector helps develop complex boolean models quickly and easily.

Gee Three's latest collection of Slick Transitions & Effects – Slick Vol. 7 and 8 –

Slick Vol. 7 and 8 carry on the company's extension of Apple's popular iMovie software. The collections include plug-ins that offer new capabilities and features for iMovie.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication, *Macworld*. Mac Publishing sites include: Macworld.com, MacCentral.com, and PoductFinder.com.

Headquartered in San Francisco, Mac Publishing LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company. International Data Group (IDG) is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World*, *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Network World*, and *PC World*. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo[®], MacworldConference & Expo[®], DEMO[®], and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

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